

IN THE CLAIMS

1. (Currently Amended) An apparatus for allowing a seller of items to gather data from e-commerce websites, comprising:

- a. a website server computer connected to the Internet, including a database for storing data about previous sales of a plurality of items on the e-commerce websites,
- b. database management software for maintaining said database,
- c. data gathering software that visits the e-commerce websites to compile said data about said previous sales, and
- d. application software operable to
 - allow a seller to request data pertaining to an item to be offered for sale by the seller from the e-commerce websites,
 - receive comparison parameters specified by the seller,
 - use the comparison parameters to compare the previous sales data gathered from the e-commerce websites that pertains to the item to be offered for sale by the seller, and
 - provide a graphical user interface (GUI) presenting the comparison of the previous sales data gathered from the e-commerce websites to the seller, the GUI graphically illustrating optimal conditions for offering the item for sale, the optimal conditions for offering the item for sale being determined based on the previous sales data pertaining to the item to be offered for sale.

2. (Previously Amended) The apparatus of claim 1, wherein said data gathering software comprises agent software that, at regular intervals, searches said e-commerce websites to obtain said data about said previous sales.

3. (Previously Amended) The apparatus of claim 1, wherein said data gathering software comprises agent software that, at times determined by a seller, searches said e-commerce websites to obtain said data about said previous sales.

4. (Previously Amended) The apparatus of claim 1, further including network connection software to enable the application software to communicate over the Internet with a seller at a remote computer.

5. (Previously Amended) The apparatus of claim 2, further including network connection software to enable the agent software to communicate over the Internet with an e-commerce website.

6. (Previously Amended) The apparatus of claim 3, further including network connection software to enable the agent software to communicate over the Internet with an e-commerce website.

7. (Previously Presented) The apparatus of claim 1, wherein the GUI allows the user to specify which information needs to be included in the presented comparison of the previous sales data.

8. (Previously Presented) The apparatus of claim 7, wherein the GUI further allows the user to indicate an organization of the information included in the presented comparison of the previous sales data.

Please add new claim 9 as follows:

9. (New) The apparatus of claim 1, wherein the optimal conditions for offering the item for sale comprise one or more of a recommended auction site, a recommended auction length, a recommended month for auctioning the item, a recommended minimum bid, a recommended reserve price, and recommended content of a web page for the item.